AMENDMENTS TO CLAIMS

1 - 74.   (Cancelled)

75   (Currently Amended)   A method for transmitting a video and/or audio sequence to a target device based on a selection of a streamed broadcast program, the streamed broadcast program being broadcast to a user for being rendered on a display, the selection being selected from the streamed broadcast program by the user pressing a key on a keypad of a user selection unit, the selection being made by the user at a selection time substantially when the selection is rendered on the display, the method comprising:

computing the selection time when the user pressed the key on the keypad; then

identifying the selection based on the computed selectiona time when the user pressed the key on the keypadat which the selection was selected with respect to rendering progress of the streamed broadcast program on the display; and then

transmitting the video and/or audio sequence based on the selection of the streamed broadcast program to at least one of an external device and an external medium.

76.   (Currently Amended)   The method according to claim 75 and also comprising:

receiving an indication signal which enables identification of the selection based on the selection time at which the selection was selected, wherein the identifying includes identifying the selection based on the indication signal.

77.   (Currently Amended)   The method according to claim 76 and wherein said identifying comprises:

computing, based on the indication signal, a the selection time representing the time at which the selection was selected within a rendering period of the streamed broadcast program on the display; and

recognizing the selection as a discrete section which, in a sequential series of discrete sections constructed from the streamed broadcast program, corresponds to the selection time.

78.   (Previously Presented)   The method according to claim 77 and wherein each of the sections in the sequential series of discrete sections is tagged with a unique identification (UID), and the recognizing comprises determining a UID of the discrete section.

79-80.   (Canceled).

81.   (Withdrawn).

82.   (Previously Presented)   The method according to claim 75 and wherein the external device comprises at least one of the following: a mobile telephone; a computing device; an entertainment device; a printer; and a communication device.

83.   (Previously Presented)   The method according to claim 75 and wherein the external medium comprises at least one of the following: a medium in the external device; and a medium attached to the external device.

84.   (Previously Presented)   The method according to claim 75 and wherein the external medium comprises a memory stick.

85.   (Previously Presented)   The method according to claim 75 and also comprising receiving the video and/or audio sequence embedded in at least one of the following: a Multimedia Messaging Service (MMS) message; a Wireless Application Protocol (WAP) push message; a JAVA™ application; and an electronic-mail (e-mail) message.

86.   (Previously Presented)   The method according to claim 75 and wherein the video and/or audio sequence is suitable for at least one of the following: playing on the external device; displaying on the external device; editing via the external device; and transmitting to another external device.

87-94.   (Withdrawn).

95.   (Previously Presented)   The method according to claim 75 and also comprising:

         receiving a request to receive at least one of the following: another video and/or audio sequence preceding the selection in the streamed broadcast program; and another video and/or audio sequence following the selection in the streamed broadcast program.

96-97.   (Canceled).

98.   (Previously Presented)   The method according to claim 75 and wherein the streamed broadcast program comprises at least one of the following: a streamed audio program; a streamed video program; a streamed A/V program; and a streamed multimedia program.

99.   (Previously Presented)   The method according to claim 75 and wherein the streamed broadcast program comprises at least one of the following: a television program; an audio program; a video clip; an interactive television program; a multimedia program; and a multimedia presentation.

100.   (Previously Presented)   The method according to claim 76 and wherein the identifying comprises identifying the selection within an identification error range.

101-102.   (Withdrawn).

103.   (Currently Amended)   The method according to claim 77 and wherein:

the streamed broadcast program comprises a digital program;

the user selection unit is a remote control having a~the key;

the selecting comprises pressing a~the key on the remote control; and

the computing comprises computing the selection time at a Headend.

104.   (Previously Presented)   The method according to claim 103 and wherein the digital program comprises at least one of the following: an audio program; a video program; an A/V program; and a multimedia program.

105.   (Previously Presented)   The method according to claim 75 and wherein the indication signal is received from an STB.

106.   (Previously Presented)   The method according to claim 76 and wherein the receiving, the identifying and the transmitting are performed at a Headend.

107-115.   (Canceled).

116.   (Previously Presented)   The method according to claim 75 and wherein the transmitting of the video and/or audio sequence comprises:

producing an indication of agreement by a user to pay for the transmitting of the video and/or audio sequence; and

transmitting the video and/or audio sequence in response to the producing.

117-125.   (Withdrawn).

126.   (Canceled).

127.   (Previously Presented)   The method according to claim 75 and wherein the transmitting of the video and/or audio sequence comprises associating branding information identifying a provider of the streamed broadcast program with the video and/or audio sequence.

128.   (Previously Presented)   The method according to claim 127 and wherein the branding information comprises an owner rights code.

129.   (Previously Presented)   The method according to claim 78 and wherein the UID comprises an identifier based on a combination of values obtained from at least one of the following: a time code; a frame counter; and a discontinuation counter.

130.   (Previously Presented)   The method according to claim 78 and wherein the UID comprises an identifier derived from a received broadcast transmission.

131-132.   (Withdrawn).

133.   (Canceled).

134-137.   (Withdrawn).

138-149.   (Canceled).

150.   (Currently Amended)   A Headend system for transmitting a video and/or audio sequence to a target device based on a selection of a streamed broadcast program, the streamed broadcast program being broadcast to a user for being rendered on a display, the selection being selected from the streamed broadcast program by the user pressing a key on a keypad of a user selection

unit, the selection being made by the user at a selection time substantially when the selection is rendered on the display, the Headend system comprising:

an identifier unit to: compute the selection time when the user pressed the key on the keypad; and then identify the selection based on a the computed selection time when the user pressed the key on the keypadat which the selection was selected with respect to rendering progress of the streamed broadcast program on the display; and

a transmitting unit to transmit the video and/or audio sequence based on the selection of the streamed broadcast program to at least one of an external device and an external medium.

151-155.   (Canceled).

156.   (Currently Amended)   A Headend system for transmitting a video and/or audio sequence to a target device based on a selection of a streamed broadcast program, the streamed broadcast program being broadcast to a user for being rendered on a display, the selection being selected from the streamed broadcast program by the user pressing a key on a keypad of a user selection unit, the selection being made by the user at a selection time substantially when the selection is rendered on the display, the Headend system comprising:

means for computing the selection time when the user pressed the key on the keypad;

means for identifying the selection based on a the computed selection time when the user pressed the key on the keypadat which the selection was selected with respect to rendering progress of the streamed broadcast program on the display; and

means for transmitting the video and/or audio sequence based on the selection of the streamed broadcast program to at least one of an external device and an external medium.

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